



The Examiner incorrectly states that Williams' screening of coupons based on user preference and profile information discloses filtering coupons to exclude those not from merchants listed on the claimed "participating merchant list". The Examiner's argument is incorrect because user preferences regarding activities, TV programs, and types of food are not the same as a "white" list of merchants, for example a list of participating merchants whose coupons are not excluded, while coupons from merchants not on the list are filtered and excluded as variously encompassed by the independent claims. Williams' user preferences are directed to specific products or classes of products, rather than merchants. Accordingly, Williams fails to disclose or suggest "*filtering the information to exclude coupons from merchants not listed on a participating merchant list*", as recited for example in Claim 1, and similar features recited in the remaining independent claims.

The remaining applied references fail to overcome these deficiencies of Williams, and therefore the asserted combinations fail to disclose or suggest the claimed invention. Withdrawal of the various claim rejections under 35 U.S.C. § 103(a) is respectfully requested.

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In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to pass this application to issue. If the Examiner has any questions or concerns, the Applicant encourages the Examiner to contact Applicant's undersigned representative at the telephone number listed below.

Dated: May 7, 2007

Respectfully submitted,

By 

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